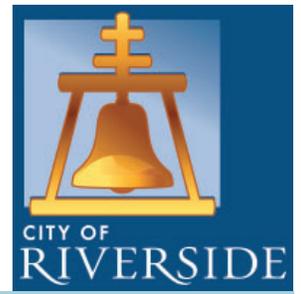


# Information about

# MEASURE V



## RIVERSIDE'S HOTEL TAX

*City of Arts & Innovation*



On July 27<sup>th</sup>, the Riverside City Council placed Measure V on your November 2<sup>nd</sup> ballot. Measure V is a hotel tax, paid only by hotel and motel guests. Riverside residents, homeowners or property owners – who are not hotel/motel guests – are NOT taxed.

If Measure V is approved by voters, it would provide Riverside with additional revenue to keep our city on the right track, stimulate local economic growth, market and attract more visitors by improving visitor and convention facilities and services, and maintain services that are impacted by visitors

such as public safety, emergency response, park, library, and community services.



Measure V is on Your Local Ballot

# VOTE NOV 2<sup>nd</sup>

# FACTS About Measure



## What is Measure V?

Measure V is a hotel tax paid **ONLY** by hotel and motel guests. Hotel visitors pay this tax when they stay at a Riverside hotel or motel. Riverside residents, homeowners or property owners – who are not hotel or motel guests – are **NOT** taxed.

## Will Measure V funds stay local?

Yes. Measure V will provide a stable, local revenue source that can't be taken by Sacramento or the County. Funds from Measure V are legally required to stay here in Riverside, giving us local control to protect essential city services.

## How would Measure V maintain local services?

If passed, Measure V funds will help maintain essential city services, such as:

- Maintaining 9-1-1 response times
- Maintaining fire protection and neighborhood police patrols



# V

- Providing community services
- Improving convention center services and facilities to promote tourism and economic growth
- Maintaining city parks and playgrounds
- Supporting library programs and hours



## What will it cost?

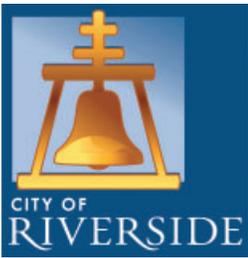
Measure V is paid only by hotel and motel guests and increases the cost of a hotel room by just 2% for hotel/motel visitors, bringing our rates in line with similar cities. This increase will be implemented in phases with 1% in July 2012 and an additional 1% in July 2014.

## How do we know funds will be spent responsibly?

Measure V includes strong fiscal accountability protections, including being subject to publicly available, annual, independent audits of city funds and expenditures.



Visit [www.riversideca.gov](http://www.riversideca.gov) for more information.



*City of Arts & Innovation*

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## DID YOU KNOW?



The State has taken \$65 million from Riverside – most recently \$17 million this spring from redevelopment money used to create local jobs. Sacramento will continue to take millions more due to the State budget crisis, and Measure V provides funding for local services that can't be taken away.

Para información en español por favor llame al (951) 826-5954